



Data and Privacy File Guides

Apple.com and Apple Store Activity: Retail Store Reservations History

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File name Retail Store Reservations.csv

File description This file contains history of retail store reservations made by the user online or in the store.

Why Apple keeps this information Apple retains this information for managing reservations in Stores (e.g., Shop With Specialist, Personal Setup, Demo reservations) to provide an ability for the user to view these reservations and act upon them.

Field Name	Details
Apple ID Number	Apple account identifying number
Channel Partner	The channel through which the reservation was made
Channel Partner Type	The partner channel type identifier
Created By ID	Identifier of the user that created the reservation
Created By-User Type	The type of user that created the reservation
Email	User's email
First Name	User's first name
Is Short Messaging	Whether communications are allowed by SMS to the user's number
Last Name	User's last name
Phone Number	User's phone number
Phone Number Country Code	User's country code of the phone number
Preferred Locale	User's preferred locale of reservation view and communication
Reservation Business Subtype	The business subtype of the reservation
Reservation Business Type	The business type of the reservation
Reservation Date Created	Date and time the reservation was created
Reservation Duration	The length of the reservation, in minutes
Reservation End Time	The date and time the reservation ended
Reservation Last Updated Date	The date and time the reservation was updated

Field Name	Details
Reservation Scheduled Date	The date the reservation was scheduled
Reservation Start Time	The date and time the reservation started
Reservation Status	The status of the reservation
Reservation Type	The type of reservation
Store	Store name associated with the reservation information
Topic	A description of where an event took place
Updated By ID	Identifier of the user that updated the reservation
Updated By-User Type	The type of user that updated the reservation, (e.g., "USER", "EMPLOYEE", "SYSTEM")